

**ISLAND COUNTY COUNCIL OF GOVERNMENTS – REGULAR SESSION
APRIL 24, 2013**

The Island County Council of Governments met in regular session on April 24, 2013 in the Commissioners' Hearing Room 102B, located at 1 NE 6th St., Coupeville. The meeting was called to order by Chair Nancy Conard at 9:00 a.m.

The Council of Governments Minutes and recordings of meetings may be located at <http://www.islandcounty.net/commissioners/cog/2013/>

Members Present: Nancy Conard, Mayor, Town of Coupeville
Helen Price Johnson, Island County Commissioner
Jill Johnson, Island County Commissioner
Curt Gordon, Commissioner, South Whidbey Port District
Scott Dudley, Mayor, City of Oak Harbor
Benye Weber, Commissioner, Coupeville Port District
Fred McCarthy, Mayor of Langley

Members Absent: Kelly Emerson, Island County Commissioner

Also Present: Ron Nelson, Island County Economic Development Council
Sherrye Wyatt, Island County Tourism

CALL TO ORDER

Chair Nancy Conard called the meeting to order at 9:00 a.m.

APPROVAL OF MINUTES

It was moved and seconded to approve the minutes of the March 27, 2013 regular meeting. The March 27, 2013 meeting minutes were approved.

SUSTAINABLE WHIDBEY COALITION

Vouchers for Sustainable Whidbey Coalition were provided. It was moved and seconded to approve the SWC vouchers.

**QUARTERLY UPDATE: ISLAND COUNTY ECONOMIC DEVELOPMENT COUNCIL –
Ron Nelson**

Power Point Presentation Shared:

- Business Recruitment in Island County
Ron Nelson provided a briefing of what appeals to people in this area for business recruitment including lower cost of homes, lower crime rate, and low business income taxes compared to the rest of the Nation. There are potential opportunities for light manufacturing, professional services, aquaculture, and education. Commissioner Price-Johnson suggested adding agriculture and arts to the list of growing areas in this community. Mayor McCarthy mentioned that the area has tremendous broadband abilities on the Island.

Mr. Nelson then discussed what type of businesses won't work in this area. Commissioner Johnson would like Mr. Nelson to focus on the positive aspects that will work in the community rather than starting off with the negative and what won't work.

Discussed living wage in Island County:
Poverty Level: \$11.89
Living Wage: \$18.82

EDC Announcements:

- Leadership Snohomish, open until May 10
- Finance your business workshops:
May 8th 11:00 am to 1:00 pm at Oak Harbor Chamber
May 15th 11:00 am to 1:00 pm at WiFire, Freeland
- Weddings on Whidbey and Events Tour November 9th Coupeville area
- Explore Whidbey Show October 5-6 Oak Harbor High School

Chairman Conard suggested for Mr. Nelson to come back and possibly do a work session with the COG to discuss the topics in more detail and to develop more information on the different areas of Island County.

QUARTERLY UPDATE: ISLAND COUNTY TOURISM – Sherrye Wyatt

Power Point Presentation Shared: The Shortest Distance to Far Away

Tourism committee consists of 18 members that meet every first Thursday of each month. They are focused on regional branding, new and exciting things happening in the State, collaborations including partnerships with ferries, social media, print advertising and newsletters, and sweepstakes. They are looking for potential for growth with Washington Filmworks for filming in the area. They also shared a County wide events calendar with the Board that encompasses all of the Chambers and is widely promoted. Also shared that they are working on a strategy for crisis communication and sharing the information with media training. The COG would like to schedule another time to discuss crisis communication.

Handouts include:

- Travel Impacts and Visitor Volume Report 1991-2012
- Tourism magazines and pamphlets shared with the COG and the positive attention they are receiving including a 10 page spread in Tasting Room Magazine making Island County a wine tasting destination.

OTHER ITEMS OF MUTUAL INTEREST

Nothing addressed.

AGENDA FOR NEXT MEETING

May	Update from recipients of committed but not yet spent Rural Economic Development Fund Projects/Island County Comprehensive Plan and Schedule
June	Cancelled
July	Island County Comprehensive Plan and Schedule

Chair Conard adjourned the meeting at 10:36 a.m.

Dated this 22nd day of May, 2013.

Approved